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IN THE UNITED STATES DISTRICT COURT   **JUDGE SCHEINDLIN**
FOR THE SOUTHERN DISTRICT OF NEW YORK

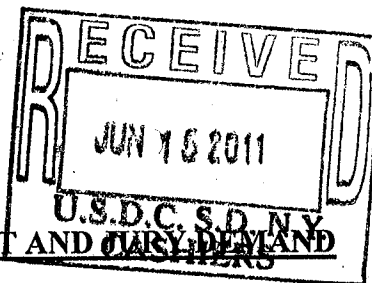|	
TNS MEDIA RESEARCH, LLC (d/b/a KANTAR MEDIA AUDIENCES) and CAVENDISH SQUARE HOLDING B.V., Plaintiffs, v. TRA GLOBAL, INC. (d/b/a TRA, INC.), Defendant.	**11 CIV 4039** CIVIL ACTION NO.: ECF CASE **COMPLAINT AND JURY DEMAND**

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CASHIERS

Plaintiffs, TNS Media Research, LLC, d/b/a Kantar Media Audiences ("Kantar") and Cavendish Square Holding B.V. ("Cavendish"), bring this civil action against TRA Global, Inc., d/b/a TRA, Inc. ("TRA"), and allege as follows:

THE PARTIES

1.   Plaintiff Kantar is a Delaware corporation with a principal place of business at 11 Madison Avenue, 12th Floor, New York, NY, 10010.

2.   Plaintiff Cavendish is a Dutch corporation with a principal place of business at Prins Alexanderplein 8, 3067 GC Rotterdam, Zuid-Holland, Netherlands.

3.   Kantar and Cavendish are subsidiaries of WPP PLC ("WPP"), a Jersey corporation with a principal place of business at 6 Ely Place, Dublin 2, Ireland.

4.   Defendant TRA is a Delaware corporation with a principal place of business at 52 Vanderbilt Avenue, 17th Floor, New York, NY, 10017.

JURISDICTION

5.   This is an action arising under the patent laws of the United States, 35 U.S.C. § 1, *et seq.*, and the Declaratory Judgment Act, 28 U.S.C. §§ 2201-2202. This Court has subject matter jurisdiction over this action under 28 U.S.C. §§ 1331, 1338(a), and 2201-2202.

6.   This Court has personal jurisdiction over TRA because TRA's principal place of business is in New York City. Further, TRA agreed, at Paragraph 6.4 of a contract with Cavendish entitled "Second Amended and Restated Voting Agreement," dated May 10, 2010 (the "Voting Agreement"), to be subject to the jurisdiction of any federal court located in the County of New York, New York, for any action brought under or in relation to the Voting Agreement.

7.   Venue is appropriate under 28 U.S.C. §§ 1391 and 1400. Further, TRA agreed, at Paragraph 6.4 of the Voting Agreement, to submit to the venue of any federal court located in the County of New York, New York, for any action brought under or in relation to the Voting Agreement.

BACKGROUND

8.   United States Patent No. 7,729,940 (the "'940 patent"), entitled "Analyzing Return on Investment of Advertising Campaigns by Matching Multiple Data Sources," issued on June 1, 2010. The '940 patent lists as inventors William Morris Harvey, Gerald Leo Despain, Mark Lieberman, Brian P. Canning, and Pavel Bochman. The '940 patent lists TRA, Inc., as assignee. A copy of the '940 patent is attached as Exhibit A.

9.   TRA contends that Kantar misappropriated TRA technology, including the technology TRA contends is embodied in the '940 patent.

10.   TRA's Chief Executive Offer informed Cavendish that TRA is prepared to sue Kantar for infringement of the '940 patent based on Kantar's RapidView-Retail product.

11.   The Voting Agreement between Cavendish and TRA provides that Cavendish is entitled to elect one member of the Board of Directors of TRA.

12.   Cavendish's duly elected Director on the TRA's Board of Directors is Sheila Spence.

13.   Despite being a Director, Sheila Spence has been excluded from at least one meeting of the Board of Directors and has been informed that she will be excluded from at least one additional meeting of the Board of Directors.

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14.   The clear import of TRA's correspondence with Cavendish and its conduct with regard to Sheila Spence is that TRA contends that Kantar has infringed its alleged rights in the '940 patent, that TRA contends it has been damaged by that alleged infringement, and that TRA has threatened litigation against Kantar based on the alleged infringement.

15.   An actual and justiciable controversy exists between Kantar and TRA with respect to the infringement and validity of the '940 patent.

COUNT I
(Declaratory Judgment of Non-Infringement of the '940 patent)

16.   The allegations of the above and below paragraphs are incorporated by reference.

17.   Kantar has not infringed and is not infringing, either directly or indirectly by inducement or contributory infringement, the '940 patent by making, using, offering to sell, or selling in the United States or importing into the United States the RapidView-Retail product.

18.   Kantar is entitled to a declaratory judgment that it has not infringed the '940 patent.

COUNT II
(Breach of Contract)

19.   The allegations of the above and below paragraphs are incorporated by reference.

20.   In the Voting Agreement, at Paragraph 4.1, TRA covenanted that it would use its best efforts, within the requirements of applicable law, to ensure that the rights granted under the Voting Agreement are effective and that the parties enjoy the benefits of the Voting Agreement.

21.   In breach of the Voting Agreement, TRA has excluded Sheila Spence, Cavendish's elected member of TRA's Board of Directors, from at least one meeting of TRA's Board and indicated that it will exclude her from at least one additional meeting of TRA's Board.

22.   Cavendish has suffered and will continue to suffer damages as a result of TRA's breach.

RELIEF REQUESTED

For the above reasons, Kantar and Cavendish pray that the Court enter a judgment:

A.   Declaring that the Court has jurisdiction over the parties and subject matter of this action;

B.   Declaring that Kantar has not infringed and is not infringing the '940 patent;

C.   Declaring that TRA has breached the Voting Agreement;

D.   Ordering TRA to pay damages that TRA's breach of the Voting Agreement has caused, including interest;

E.   Enjoining TRA from further or continued breach of the Voting Agreement;

F.   Awarding Kantar and Cavendish their costs and attorneys' fees, in accordance with 35 U.S.C § 285, Paragraph 6.18 of the Voting Agreement, or other applicable law; and

G.   Granting Kantar and Cavendish such other and further relief as the Court deems just and proper.

JURY DEMAND

Kantar and Cavendish demand a trial by jury.

Respectfully submitted,

TNS MEDIA RESEARCH, LLC
(d/b/a KANTAR MEDIA AUDIENCES)

and
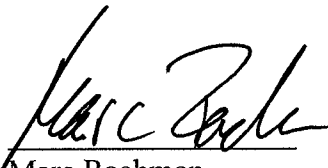
CAVENDISH SQUARE HOLDING B.V.,

By their attorneys,

Dated: June 14, 2011

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EXHIBIT A

US007729940B2

(12) United States Patent

Harvey et al.

(10) Patent No.: **US 7,729,940 B2**

(45) Date of Patent: **Jun. 1, 2010**

(54) **ANALYZING RETURN ON INVESTMENT OF ADVERTISING CAMPAIGNS BY MATCHING MULTIPLE DATA SOURCES**

(75) Inventors: **William Morris Harvey**, Gardiner, NY (US); **Gerald Leo Despain**, St. George, UT (US); **Mark Lieberman**, Thornwood, NY (US); **Brian P. Canning**, Brooklyn, NY (US); **Pavel Bochman**, Plainview, NY (US)

(73) Assignee: **TRA, Inc.**, New York, NY (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

(21) Appl. No.: **12/102,388**

(22) Filed: **Apr. 14, 2008**

(65) **Prior Publication Data**

US 2009/0259518 A1   Oct. 15, 2009

(51) **Int. Cl.**
G06F 17/30 (2006.01)
G07G 1/00 (2006.01)

(52) **U.S. Cl.** **705/10**; 705/14; 705/35; 725/1; 725/9; 725/14; 725/20; 725/34; 725/46

(58) **Field of Classification Search** 705/10, 705/14

See application file for complete search history.

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Primary Examiner—Beth V. Boswell
Assistant Examiner—Nadja Chong Cruz
(74) *Attorney, Agent, or Firm*—K&L Gates LLP

(57) **ABSTRACT**

In various embodiments, strategies, tools and techniques are provided for processing and analyzing data in an advertising measurement system accessible through a software-as-a-service model or a client-downloaded computer program. The system may be configured to receive and process household media exposure data, product purchase data, advertising data, program data, and demographic data, wherein the data may be obtained from various sources, including from a program delivery source (e.g., a television set-top box) located in a household of a consumer. The data may be matched and cross-correlated for calculating return on advertising investment measurements and other metrics. The data may be used to optimize media placement generally or to address advertising content to specific households. Methods for storing data in the advertising measurement system by distributing the data across multiple shards are also provided. In addition, methods for protecting privacy of communicated data are disclosed.

71 Claims, 51 Drawing Sheets
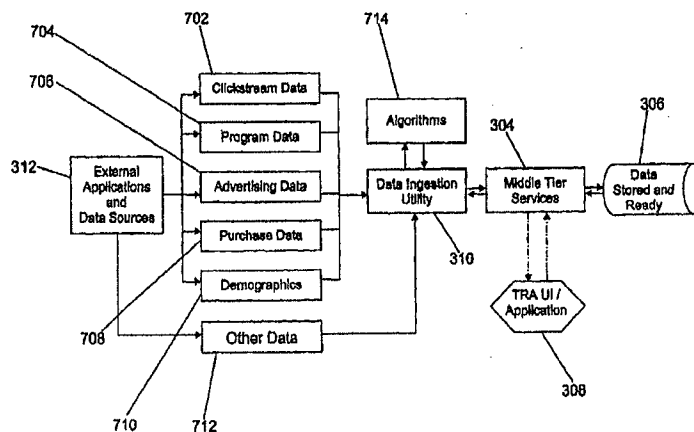
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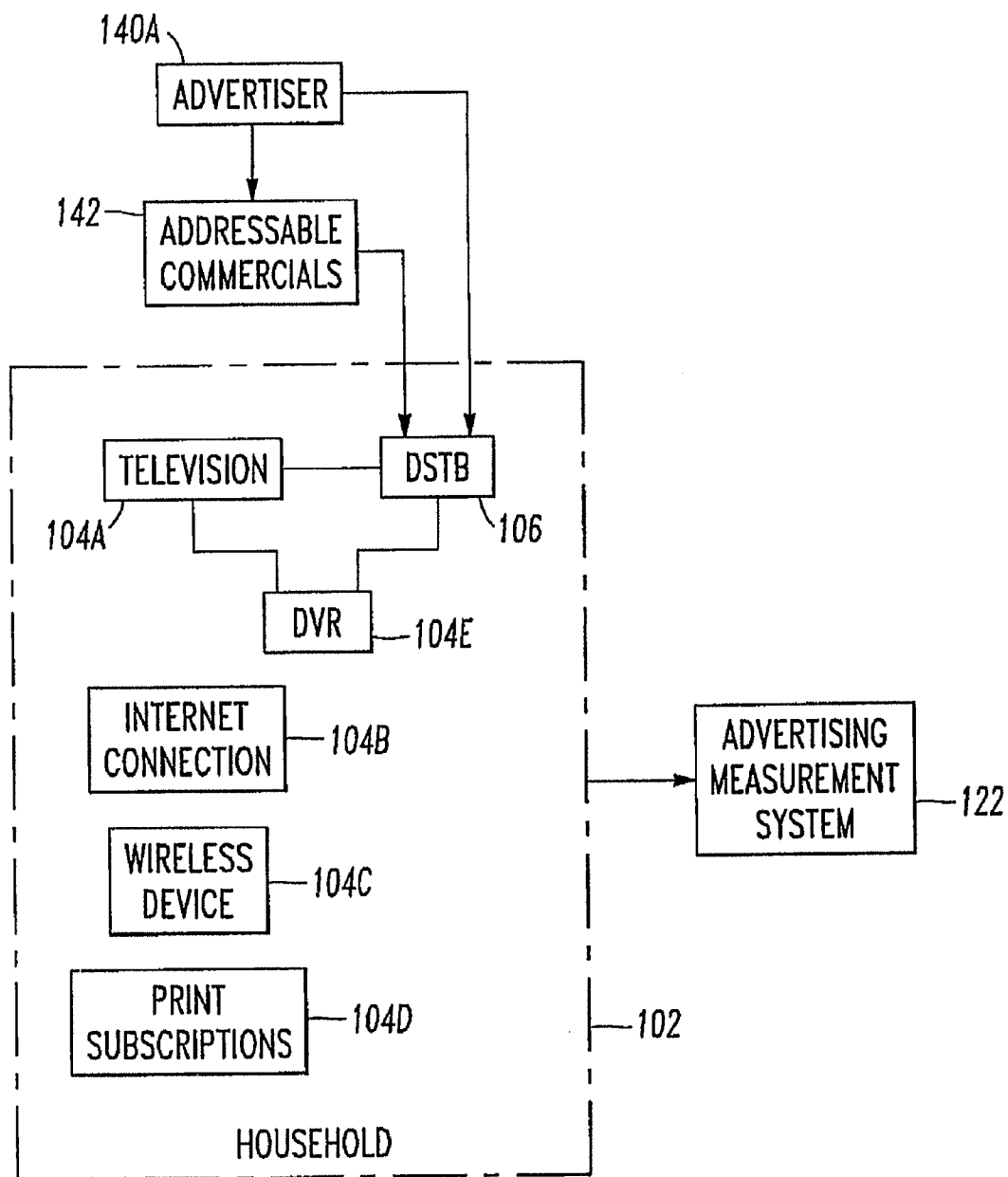
FIG.1A

FIG. 1B

FIG. 2

FIG. 3A

FIG. 3B
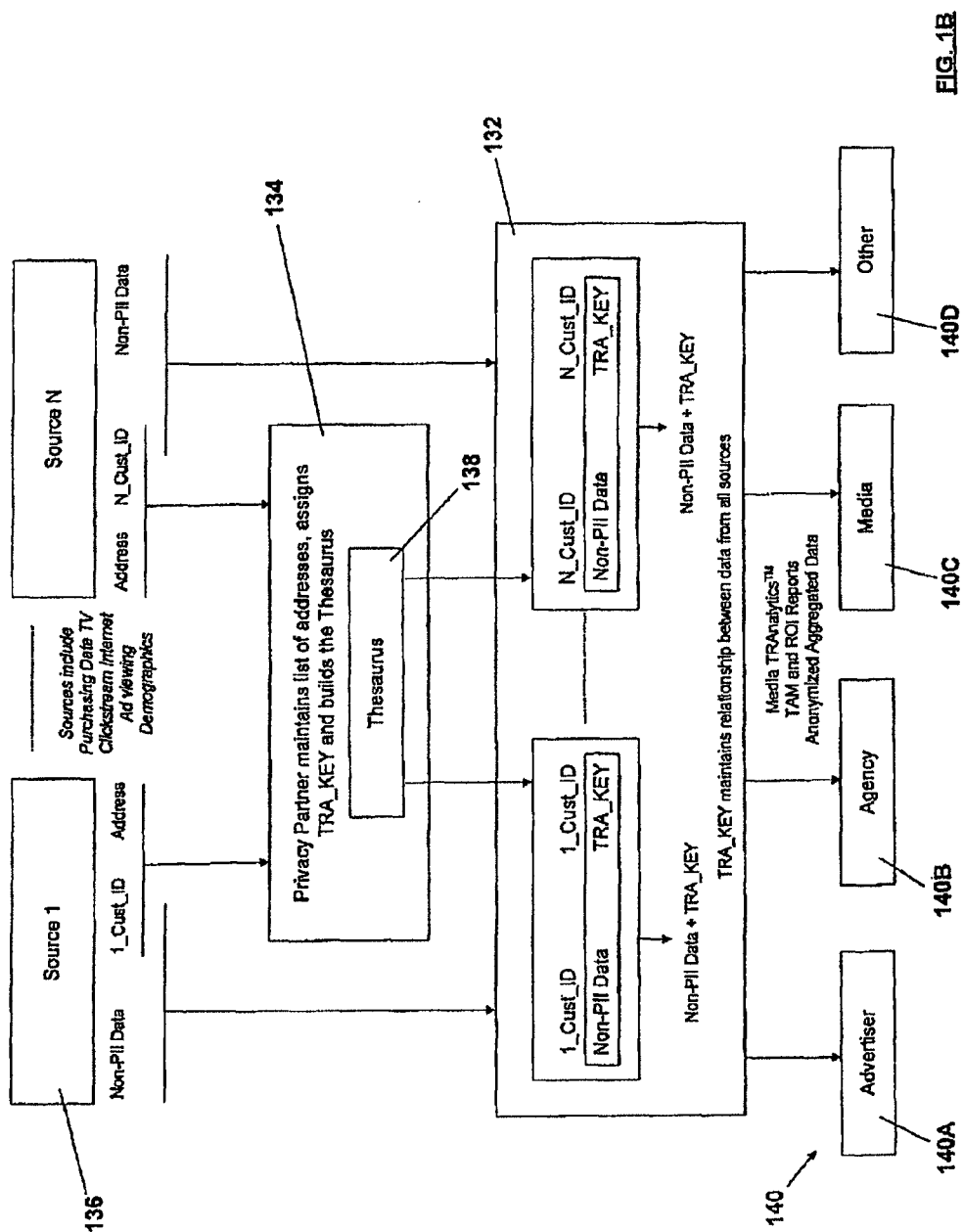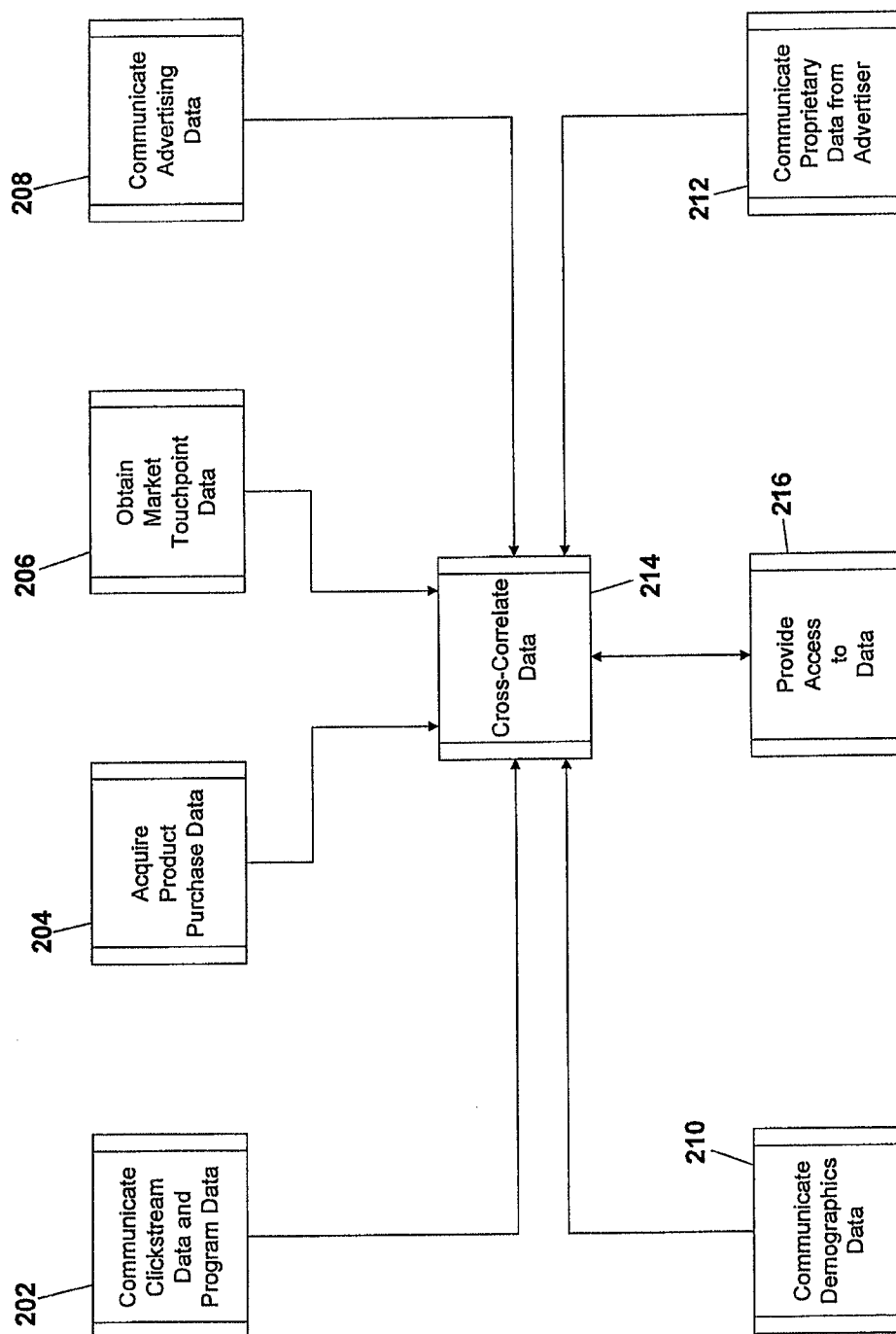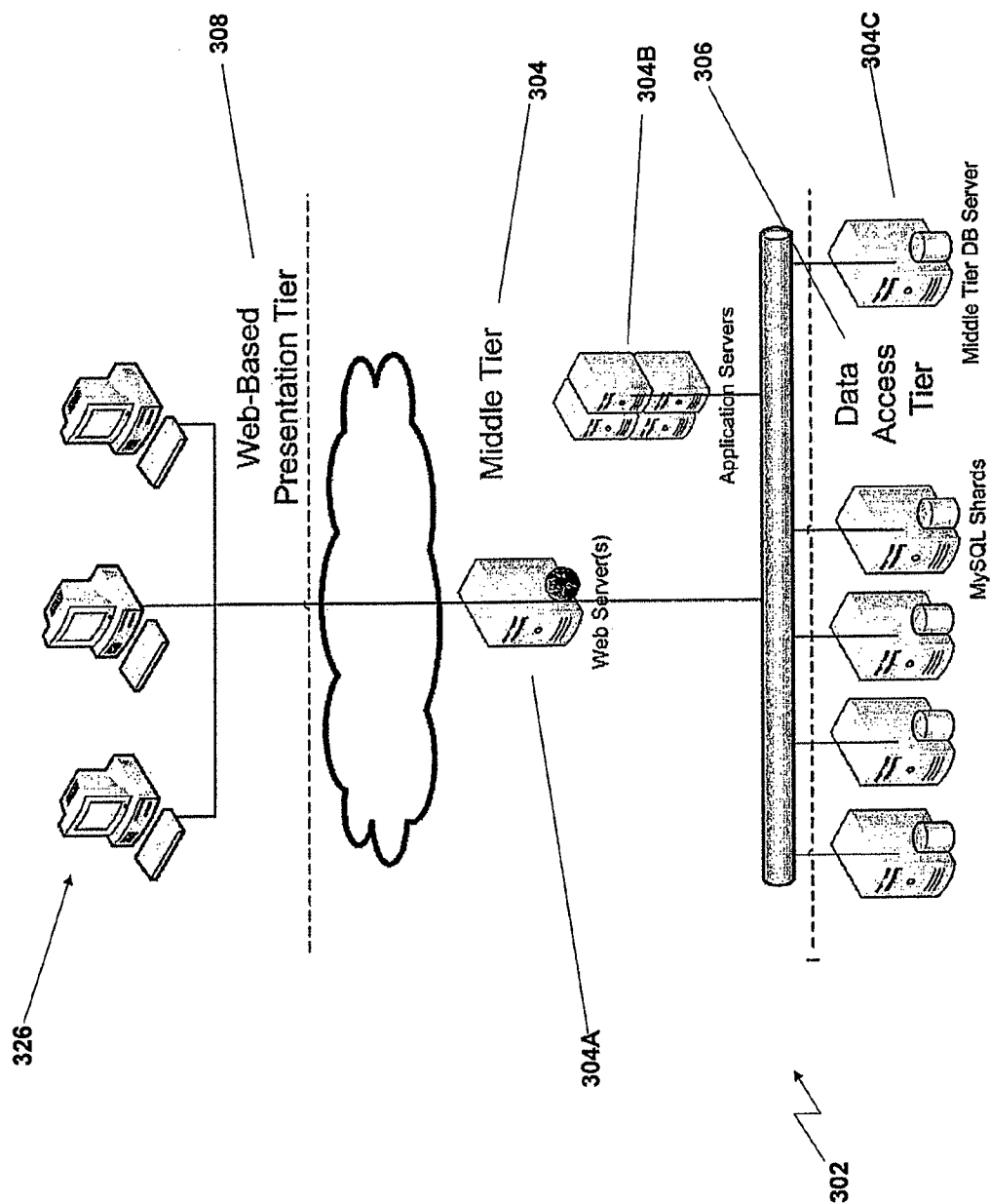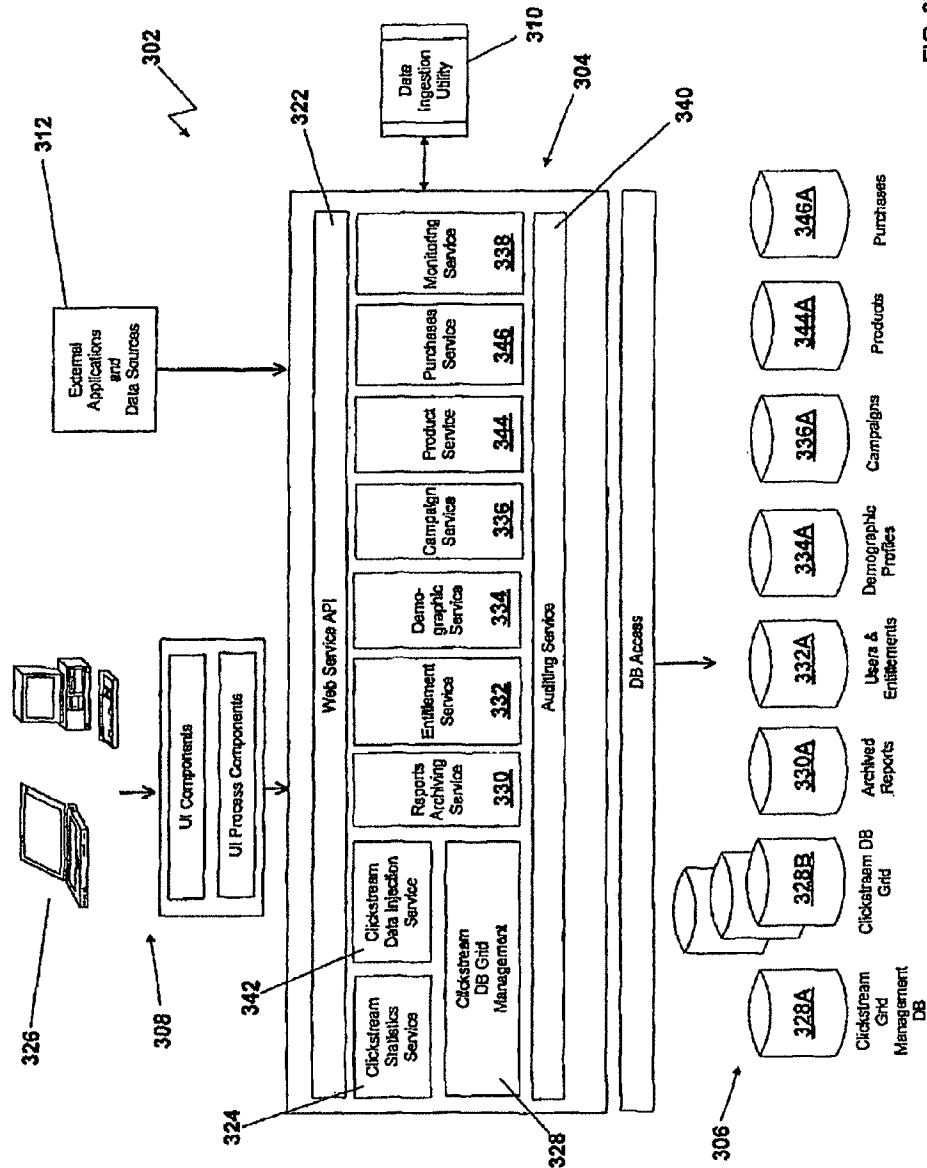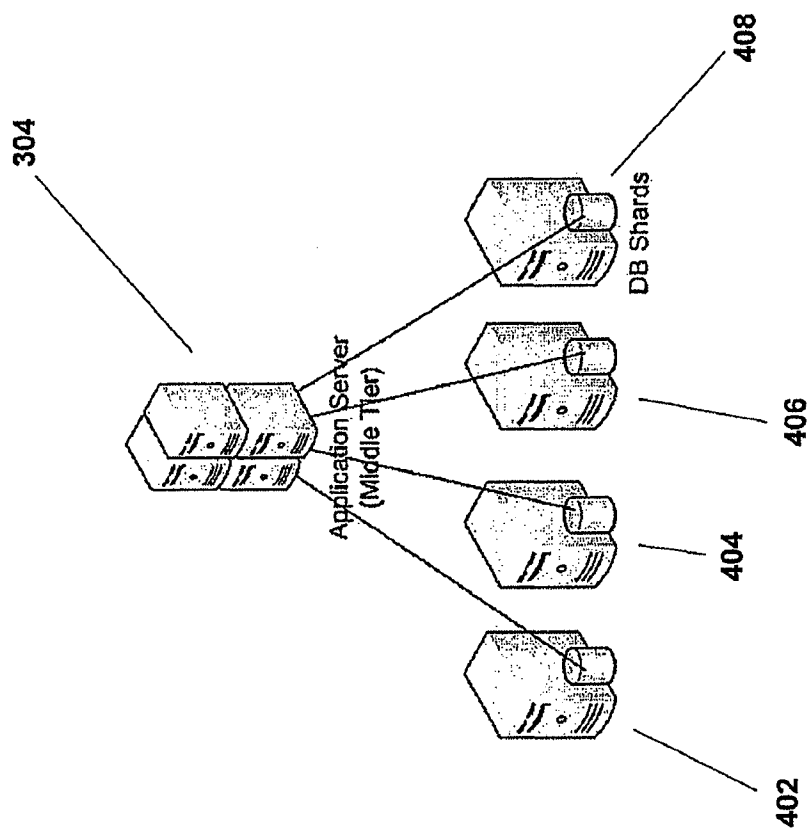
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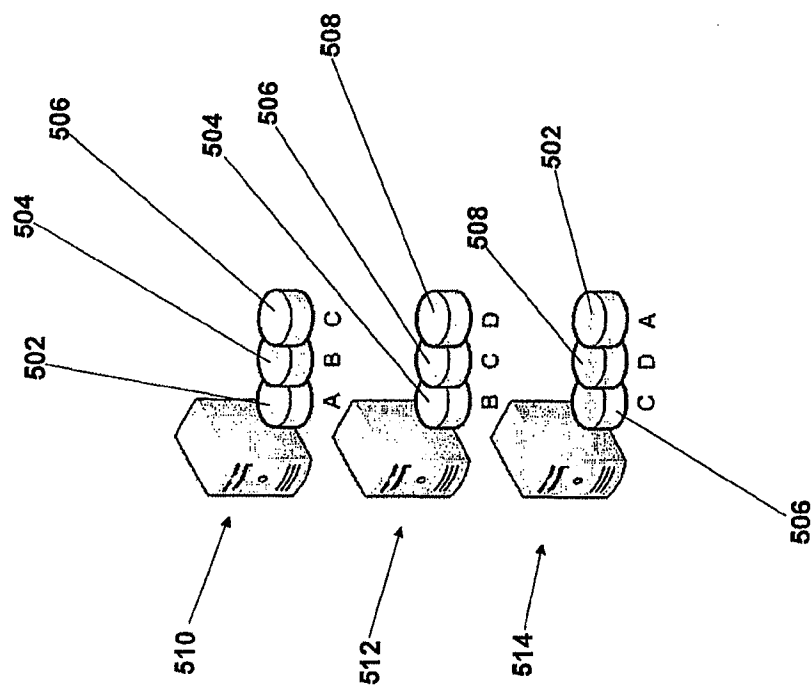
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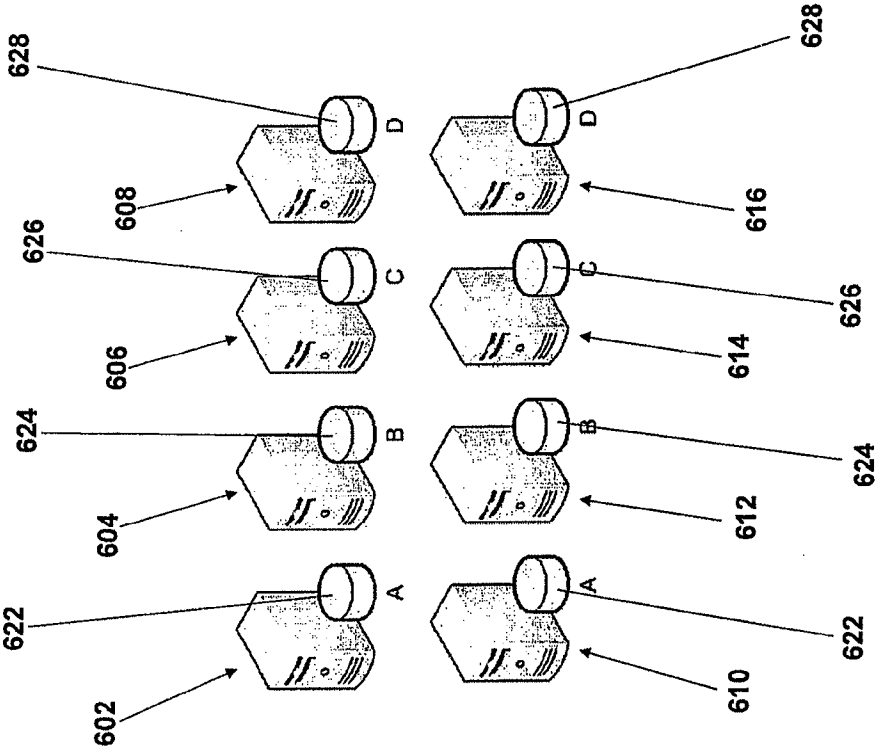
FIG. 6
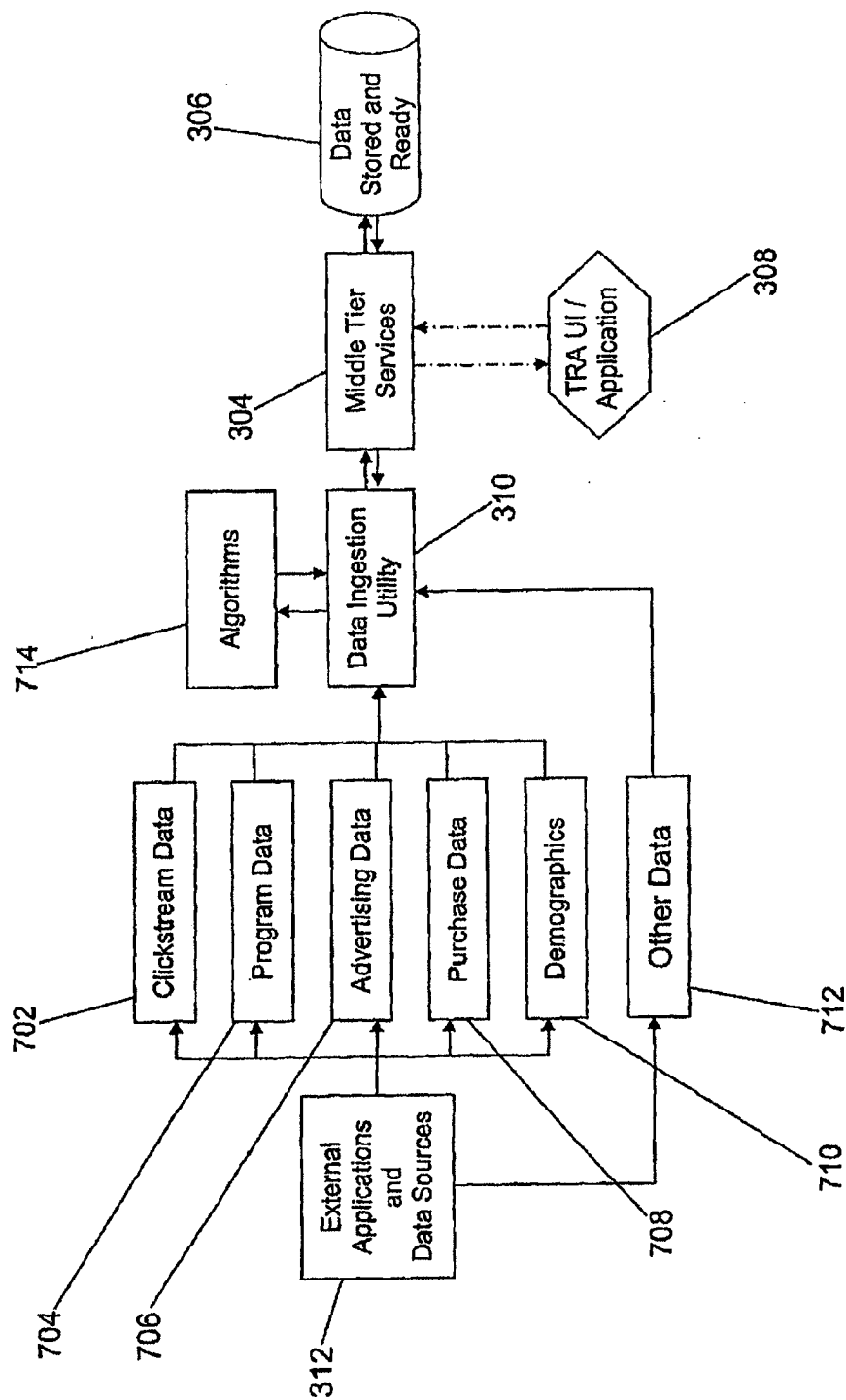
FIG. 7

Ad Schedule			
Field	Field Definition	Field Type	Max Character Length	Example
Campaign Name	Name of an advertising campaign.	alphanumeric	200	Wheaties2000
Duration	Number of seconds of content in the ad	integer	4	30
ScheduleOfAirings	List ID of channel/starttime list	char	32000	23234, 34345
PurchLevelDesignator	National or Local purchase	char	1	L
Markets	List of markets for Local Ads	char	32000	Los Angeles
MSO-Zones	List of MSO-Zones for local Ads	char	32000	
Cost	Cost Paid for Ad Campaign	numeric	8	150000
ExpectedGRP	Expected Gross Rating Points	numeric	4	2.7

FIG. 8

FIG. 9A

UPC Code	CATEGORY	Product	Product Description
1	1	1	Cereal (Baby)

FIG. 9B

UPC Code	Product	Brand
1	1	Wheaties

FIG. 9C

PDI (Category and Product codes)			
Field	Field Definition	Field Type	Max. Character Length	Example
CategoryID		numeric	10	0003
ProductID		numeric	10	0004
Product Description		numeric	150	Cereal (Baby)

Attr	Col	Type	Size	Comment
FK	Viewing Start	Int	4	seconds since 1/1/2000
FK				Composed of - HH (1 <= 268,435,455 = xFFFFFFF) - 3.5 bytes - STB (1 <= 15) - 0.5 byte
	HHSTB	Int	4	
FK	Ad Airing	Int	2	
FK	Associated Program	smallint	2	
	Viewing Duration	tinyint	1	Seconds
	Jump in Second	tinyint	1	
	Stay Away Seconds	smallint	2	
Total			16	

FIG. 10

Attr	Col	Type	Size	Comment
FK	Start	int	4	seconds since 1/1/2000
FK	Program Airing	smallint	2	
				Composed of - HH (1 <= 268,435,455 = xFFFFFFF) - 3.5 bytes - STB (1 <= 15) - 0.5 byte
FK	HHSTB	int	4	
	Duration	smallint	2	seconds
Total			8	

FIG. 11

Attr	Col	Type	Size	Comment
FK	Household	int	4	
FK	Product	int	4	
FK	Transaction Date	smallint	2	days only since 1/1/2000
	price	float	4	
	quantity	smallint	2	
Total			16	

FIG. 12

Attr	Col	Type	Size (bytes)	Comment	
Key	ID	int	4	1 <= 268,435,455 = xFFFFFFF) - 3.5 bytes	
	ZIP	int	4	Zip+4	
	Advertising Zone	tinyint	1		
	in ratings	bit	1	0 - no, 1 - yes	
	out of ratings from	int	4	Second since 1/1/2000	
	out of ratings Duration	smallint	2	seconds since from	
	Demographics	bit	15	Demographics elements bit map	
				Length (bits)	Element
				3	Adult Gender/Age
				2	Marital Status
				1	Home Ownership
				3	Length of Residence
				3	Household Income
				4	Current State Family Income Deciles
				8	Home Purchase Value
				8	DWELLING UNIT SIZE
				3	DWELLING TYPE
				3	Education Level
				3	Occupation Group
				5	Occupation Type
				2	Car Buyer's Behavior
				3	Credit Card Ownership
				1	Cat Ownership
				1	Dog Ownership
				2	Investment Holdings
				2	PC/Internet Usage
				2	Purchase Categories
				4	Current Market Value of Home
				8	Ethnic Group
				8	Language Preference
				2	Ratio of Persons to Households
				3	Hispanic-Age/Gender
				3	Hispanic-Household Income
				3	Hispanic Assimilation
				1	Presence of Children (Ages 0-18)
				3	Number of Children in HH
				3	Children's Age Range/Gender
				4	MOSAIC Group Type
				3	Shopping Behavior

FIG. 13

Attr	Col	Type	Size	Comment
PK	ID	smallint	2	0 - State 1 - County 2 - Precinct 3 - Voting District 4 - City 5 - Block Group 6 - Block 7 - Census Block 8 - Census Tact 9 - DMA
	Type	tinyint	1	
	Name	varchar	50	
Total			53	

FIG. 14A

Attr	Col	Type	Size	Comment
FK	Geographic Area	smallint	2	
FK	Zip	Int	4	
Total			6	

FIG. 14B

Attr	Col	Type	Size	Comment
Key	HHSTB	int	4	Composed of - HH (1 <= 268,435,455 = xFFFFFFF) - 3.5 bytes - STB (1 <= 15) - 0.5 byte
Key	Start Time	int	4	seconds from 1/1/2000
Key	Duration	smallint	2	seconds from Start Time
Key	Channel	smallint	2	
Total			12	

FIG. 15

Attr	Col	Type	Size	Comment
PK	ID	smallint	2	
FK	Campaign	smallint	2	
FK	Name	smallint	2	String dictionary
	Cost Type	Tinyint	1	1- CPM, 2 - CPP, 3 - total cost, or 0 - GRP
	Cost	Float	4	
	Expected GRP	Float	4	
Total			15	

FIG. 16

Attr	Col	Type	Size	Comment
Key	ID	int	4	
FK	Ad	smallint	2	
	Scheduled Channel	smallint	2	
	Scheduled Start Time	int	4	seconds from 1/1/2000
	Scheduled Duration	smallint	2	seconds from Start Time
	Actual Channel	smallint	2	
	Actual Start Time	int	4	seconds from 1/1/2000
	Actual Duration	smallint	2	seconds from Start Time
	Associated Program	smallint	2	
	Pod Position in Program	tinyint	1	
	Ad Position in Pod	tinyint	1	
Total			26	

FIG. 17

Attr	Col	Type	Size	Comment
Key	ID	smallint	2	
	Name	smallint	2	String dictionary
	Purch Level Designator			
	DMA	tinyint	1	
	MSO Zone	smallint	2	
	Cost Type	tinyint	1	1- CPM, 2 - CPP, 3 - total cost, or 0 - GRP
	Cost	int	4	
	Expected GPR	float	4	
	Product	smallint	2	
Total			14	

FIG. 18

Attr	Col	Type	Size	Comment
Key	ID	smallint	2	
	Network	smallint	2	
	Name	smallint	2	Dictionary index
Total			6	

FIG. 19

Attr	Col	Type	Size	Comment
Key	ID	smallint	2	
	Name	varchar	50	Full name of organization (required)
	Street address	varchar	50	Address and location information
	City	smallint	2	Dictionary index
	ZIP Code	int	4	
	Contact name	varchar	50	Primary contact information
	Contact phone	varchar	50	
	Contact email	varchar	50	
	Contact mobile	varchar	50	
	status	bit	1	1 - active, 0 – inactive
				Bitmap 0 - report1 1 - report2 ... n - report n
	entitlements	int	4	
Total			313	

FIG. 20

Attr	Col	Type	Size	Comment
Key	ID	tinyint	1	
	Name	varchar	50	
	Day	tinyint	1	Day of week
	Start	tinyint	1	Hour of day
	End	tinyint	1	Hour of day
Total			51	

FIG. 21

Attr	Col	Type	Size (bytes)	Comment
	ID	smallint	2	
	Name	varchar	50	
	Call Letters	varchar	8	
Total			52	

FIG. 22

Attr	Col	Type	Size	Comment
Key	ID	smallint	2	
	Name	varchar	50	
Total			52	

FIG. 23

Attr	Col	Type	Size	Comment
Key	id	int	4	
	Category	smallint	2	
	UPC	bigint	8	
	Manufacturer	smallint	2	Dictionary index
	Brand	smallint	2	Dictionary index
	Mfg. Name	smallint	2	Dictionary index
	Description	smallint	2	Dictionary index
Total			22	

FIG. 24

Attr	Col	Type	Size	Comment
FK	Household	int	4	
FK	product	int	4	
FK	Transaction Date	smallint	2	days only since 1/1/2000
	price	float	4	
	quantity	smallint	2	
Total			16	

FIG. 25

Attr	Col	Type	Size	Comment
PK	ID	int	2	
FK	Airing Date/Time	int	4	seconds from 1/1/2000
FK	Program	smallint	2	
FK	Channel	smallint	2	
	Time Zone	tinyint	1	
	Duration	smallint	2	seconds
Total			11	

FIG. 26

Attr	Col	Type	Size	Comment
PK	ID	int	4	
	Title	smallint	2	Dictionary index
	Genre	smallint	2	Dictionary index
	Duration	smallint	2	seconds
Total			10	

FIG. 27

Attr	Col	Type	Size	Comment
PK	ID	smallint	2	
	User	smallint	2	
	Name	varchar	50	
	Saved Date			Seconds since 1/1/2000
	Report	smallint	2	
	Start Time	int	4	Seconds since 1/1/2000
	End Time	int	4	Seconds since 1/1/2000
	Campaign	smallint	2	
	Ad	smallint	2	
	Pod Position in Program	tinyint	1	
	Ad Position in Pod	tinyint	1	
	Daypart	tinyint	1	
	Network	smallint	2	
	Program Type	tinyint	1	
	Program	smallint	2	
	Content Length	smallint	2	
	ZIP	int	4	
	Geo Area	smallint	2	
	Loyalty	tinyint	1	
	Demographics	bit	15	See demographic elements in Households
	Reporting Type			0 - Item by item 1 - Half-hour 2 - Daypart 3 - Program 4 - Reach/Frequency 5 - TTI 6 - Ranking 7 - Selected Rollups
	Selected Column	smallint	2	Rollup or ranking column, depending on Reporting Type
	Ranking or Rollup Type	tinyint	1	Top 10, 100, ... if ranking or type (see Reporting Type)
Total		tinyint	1	
			104	

FIG. 28

Attr	Col	Type	Size	Comment
PK	ID	smallint	2	
	Date	int	4	Seconds since 1/1/2000
	Network	smallint	2	
	Surfing Rating	float	4	
	Name	smallint	2	Dictionary index
	Length	smallint	2	
	Environment	smallint	2	Dictionary index
	Rating	float	4	
	Rating Index	float	4	
	% Perfect Play	float	4	
	% Switch Away	float	4	
	% Jump In	float	4	
	% Change	float	4	
	Stayed Away	float	4	
	Stay Away Seconds	smallint	2	
	Modal Second	tinyint	1	
Total			49	

FIG. 29

Attr	Col	Type	Size	Comment
PK	ID	Smallint	2	
	Touchpoint	Smallint	2	
	Cost	Float	4	
	#Insertions	Smallint	2	
	Target Reach %	Float	4	
	Target Avg Freq	Smallint	2	
	TRP	Float	4	
	CPM Targets	Float	4	
	% of Reached Increasing Purchase of Brand	Float	4	
	Incremental Sales Dollars as Result of Increasers	Float	4	
	Sales Dollars among Reached	Float	4	
	ROI	Float	4	
	TRA ROI Index	Float	4	
Total			44	

FIG. 30

Attr	Col	Type	Size	Comment
PK	ID	smallint	2	
	Start Date/Time	int	4	Seconds since 1/1/2000
	Start Date/Time	int	5	Seconds since 1/1/2001
	Channel	smallint	2	
	Program	smallint	2	
	Surfing Rating	float	4	
	Rating	float	4	
	Share	float	4	
	Cume	float	4	
Total			31	

FIG. 31

FIG. 32

Key		Type		Comment
Key	HHSTB	int	4	Composed of - HH (1 <=268,435,455 = xFFFFFFF) - 3.5 bytes - STB (1 <= 15) - 0.5 byte
	InTab Starting date	int	4	Seconds since 2000
				InTab bitmap Possible compression: <compression 1/0> n1,n2,... of 000.../111.../000.../...

Element	Length (bits)
Months 1-6	6
Weeks 1-26	26
Days 1-183	183
Total bits	215

| | InTab | bit | 27 | |
| Total | | | 35 | |

This table combines InTab and Not False Positive, so 1 means that an STB was InTab and it was not false positive, while 0 means that either a STB was not InTab, or it was a False Positive

FIG. 33

Col	Type	Size	Comment
HHSTB	int	4	Composed of - HH (1 <= 268,435,455 = xFFFFFFF) - 3.5 bytes - STB (1 <= 15) - 0.5 byte
Start Time	smallint	4	seconds since 1/1/2000
Duration	smallint	2	seconds after Start Time
		10	

Col	Type	Size	Comment
ID	smallint	2	
Client ID	smallint	2	TRA sys admins have this = 0
Name	varchar	50	
Pwd	varchar	50	Encrypted
Role	tinyint	1	0 - user, 1 – admin
Street address	varchar	50	Address and location information
City	smallint	2	Dictionary index
ZIP Code	Int	4	
Phone	varchar	50	
Email	varchar	50	
Mobile	varchar	50	
Status	Bit	1	1 - active, 0 – passive
		310	

FIG. 34

Audience Retention

Report Period	Jul 02 to Jul 29, 2003
Advertiser	General Mills
Brand(s)	Wheat Chex
Market	Atlanta
Report	Commercial Rollup
Intab HHs	442
Target Audience	Heavy/Moderate Category Purchasers Who Bought Brand Non-Loyally

Network	Audience	Sample Size	Prgrm Rating	Comm Rating	Prgrm CPM	Comm CPM	Perfect Play	Switch Away	Jump In	Modal Switch Away Second
BET	Target	121	0.04	0.02	$22.93	$40.20	90.50%	9.50%	0.00%	6
	Total	442	0.07	0.03	$3.45	$6.60	89.20%	10.80%	0.00%	6
Cartoon	Target	121	0.76	0.56	$12.68	$17.14	99.00%	1.00%	0.00%	6
	Total	442	0.77	0.54	$3.45	$4.93	96.40%	3.60%	0.00%	3
CMT	Target	121	0.24	0.18	$12.11	$15.98	98.70%	1.30%	0.00%	2
	Total	442	0.23	0.15	$3.45	$5.06	96.90%	3.10%	0.00%	2
Comedy C	Target	121	0.63	0.47	$8.73	$11.62	93.60%	4.50%	1.90%	6
	Total	442	0.44	0.34	$3.45	$4.45	93.50%	5.50%	1.00%	12
EI	Target	121	0.16	0.1	$27.45	$42.95	99.40%	0.60%	0.00%	1
	Total	442	0.34	0.26	$3.45	$4.52	97.70%	2.30%	0.00%	4
ESPN	Target	121	0.58	0.39	$11.00	$16.40	98.70%	1.30%	0.00%	5
	Total	442	0.51	0.43	$3.45	$4.05	98.60%	1.40%	0.00%	5
ESPN2	Target	121	0.03	0.06	$30.34	$13.07	100.00%	0.00%	0.00%	
	Total	442	0.06	0.04	$3.45	$5.56	95.70%	4.30%	0.00%	6
MTV	Target	121	0.17	0.15	$18.47	$20.37	96.90%	1.50%	1.70%	6
	Total	442	0.25	0.21	$3.45	$3.96	92.30%	7.40%	0.30%	1
Sci-Fi	Target	121	0.52	0.42	$9.11	$11.32	96.10%	3.90%	0.00%	3
	Total	442	0.38	0.29	$3.45	$4.47	95.90%	4.10%	0.00%	3

FIG. 35A

FIG. 35B

Home | Reports | Groupings | Filters | Demographics | Campaigns | Profile | Purchaser Targets | Included Media

? Help

Audience Retention Report

Report Period: July 2, 2007 To July 29 2007
Advertiser: General Mills
Brand: General Mills
Market: Atlanta
Report Name: AR Report
Intab Households: 42
Target Audience: Heavy/Moderate Category Purchases Who Bought Brand Non-Loyalty

Details | Chart

☐ Export with Header

Drag a column header here to group by that column.

Networ	Audien	Sample Size	Program Rating	Comm Rating	Program CPM	Comm CPM	Perfect Play	Switch Away	Jump In	Modal Switch Away Second	Stayed Away	Stay Away Second
BET	Target	121	0.04	0.02	$22.93	$40.20	90.51%	9.51%	0.00%	6	10	3.5
BET	Total	442	0.07	0.03	$3.45	$6.60	89.20%	10.80%	0.00%	6	10	3.5
Cartoon	Target	121	0.76	0.56	$12.68	$17.14	99.00%	1.00%	0.00%	6	10	3.5
Cartoon	Total	442	0.77	0.54	$3.45	$4.93	96.40%	3.60%	0.00%	3	10	3.5
CMT	Target	121	0.24	0.18	$12.11	$15.98	98.70%	1.30%	0.00%	2	10	3.5
CMT	Total	442	0.23	0.15	$3.45	$5.06	96.90%	3.10%	0.00%	2	10	3.5
Come...	Target	121	0.63	0.47	$8.73	$11.62	93.60%	4.50%	0.00%	6	10	3.5
Come...	Total	442	0.44	0.34	$3.45	$4.45	93.50%	5.50%	0.00%	12	10	3.5
E!	Target	121	0.16	0.1	$27.45	$42.95	99.40%	0.60%	0.00%	1	10	3.5
E!	Total	442	0.34	0.26	$3.45	$4.52	97.70%	2.30%	0.00%	4	10	3.5

Page 1 of 2 (20 items)   < Prev   **1**   2   Next >

Save

Summary ⚙

Start Date:
11/20/2007

Broadcast Period:
Broadcast Day

Geographic
☐ Zip Code
90550
92509
906-30

Demographic
Essex Homeowner

Groupings:
☐ Grouping
By Program

Filters:

HOME | REPORTS | ▲ | DEMOGRAPHICS | CAMPAIGNS | PROFILE | PURCHASER TARGETS | INCLUDED MEDIA

⌃

? HELP

MARKET | TARGET | CAMPAIGNS | GROUPING | FILTERS | REPORT

AUDIENCE RETENTION REPORT
REPORT PERIOD: JULY 2, 2007 TO JULY 29, 2007
ADVERTISER: GENERAL MILLS
BRAND: GENERAL MILLS
MARKET: ATLANTA
REPORT NAME: AR REPORT
INTAB HOUSEHOLDS: 442
TARGET AUDIENCE: HEAVY/MODERATE CATEGORY PURCHASES WHO BOUGHT BRAND NON-LOYALLY

DETAILS | CHART

☐ EXPORT WITH HEADER   ☒ ⌃

DRAG A COLUMN HEADER HERE TO GROUP BY THAT COLUMN

NETWOR	AUDIENC	SAMPLE SIZE	PROGRAM RATING	COMM RATING	PROGRAM CPM	COMM CPM	PERFECT PLAY	SWITCH AWAY	JUMP IN	MODAL SWITCH AWAY SECOND	STAYED AWAY	STAY AWAY SECOND

SUMMARY ⊲

START DATE:
11/20/2007

BROADCAST PERIOD:
BROADCAST DAY

GEOGRAPHIC:
⊟ ZIP CODE
90650

FIG. 35B1

													92509
													90640
													DEMOGRAPHIC
													ESSEX HOMEOWNER
													GROUPINGS:
													☐ GROUPING
													BY PROGRAM
													FILTERS:

BET	TARGET	121	0.04	0.02	$22.93	$40.20	99.51%	9.51%	0.00%	6	10	3.5
BET	TOTAL	442	0.07	0.03	$3.45	$6.60	89.20%	10.80%	0.00%	6	10	3.5
CARTOON	TARGET	121	0.76	0.56	$12.68	$17.14	99.00%	1.00%	0.00%	6	10	3.5
CARTOON	TOTAL	442	0.77	0.54	$3.45	$4.93	96.40%	3.60%	0.00%	3	10	3.5
CMT	TARGET	121	0.24	0.18	$12.11	$15.98	98.70%	1.30%	0.00%	2	10	3.5
CMT	TOTAL	442	0.23	0.15	$3.45	$5.06	96.90%	3.10%	0.00%	2	10	3.5
COME..	TARGET	121	0.63	0.47	$8.73	$11.62	93.60%	4.50%	0.00%	6	10	3.5
COME..	TOTAL	442	0.44	0.34	$3.45	$4.45	93.50%	5.50%	0.00%	12	10	3.5
E)	TARGET	121	0.16	0.1	$27.45	$42.95	99.40%	0.60%	0.00%	1	10	3.5
E)	TOTAL	442	0.34	0.26	$3.45	$4.52	97.70%	2.30%	0.00%	4	10	3.5

PAGE 1 OF 2 (20 ITEMS)   <PREV [[1]] 2 NEXT>

SAVE

FIG. 35B2